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Examining Hedonic Shopping Value and Availability of Money as Predictors of Impulse Buying at Oh Some in Semarang

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ABSTRACT

Impulse buying represents a relevant area of inquiry in retail management because purchasing decisions are not always driven by prior planning or deliberate evaluation. Shopping-related enjoyment and consumers' financial resources may contribute to the tendency to purchase products spontaneously. This study was conducted to examine the extent to which hedonic shopping value and the adequacy of financial resources influence consumers' propensity for impulse buying at the OH SOME outlet located in Semarang, Indonesia. A quantitative approach was applied, using questionnaire data collected from 128 respondents selected through purposive sampling. Statistical analyses were conducted using IBM SPSS Statistics and comprised validity and reliability tests, classical assumption assessments, multiple linear regression, and hypothesis testing. The empirical findings indicate that hedonic shopping value and money availability are positively and significantly associated with impulse buying, both individually and jointly. Consumers who perceive shopping as an enjoyable activity that fulfills emotional needs tend to be more susceptible to unplanned purchases. Likewise, having sufficient funds may increase the likelihood of spontaneous buying by allowing consumers greater flexibility in their purchasing decisions. The coefficient of determination indicates that the two explanatory variables account for 55.8% of the variation in impulse buying. Money availability also emerges as the more dominant predictor among the variables examined. These findings suggest that retailers should consider both the experiential dimensions of shopping and consumers' financial capacity when developing marketing strategies. Creating engaging shopping environments and offering convenient payment alternatives may influence purchasing decisions, although their effectiveness in increasing impulse buying requires further empirical assessment.

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1. INTRODUCTION

Contemporary consumer purchasing decisions are shaped not only by functional needs but also by the pursuit of enjoyment and emotional gratification. Many consumers engage in spontaneous purchases when they encounter attractive products, a comfortable store environment, or emotional impulses experienced during the shopping process. This condition has made impulse buying one of the most common phenomena in consumer consumption activities, particularly within modern retail stores. One modern retail store that has attracted considerable consumer attention is OH SOME in Semarang City. OH SOME is a transformation of KKV, adopting a more modern retail concept while offering a wide variety of products. The presence of OH SOME creates an enjoyable shopping experience, leading consumers to perceive shopping activities as a form of entertainment. In addition, consumers often make spontaneous purchases when they have sufficient financial resources to acquire desired products. This phenomenon indicates that impulse buying behavior may be influenced by hedonic shopping value and availability of money. From the perspective of consumer behavior, impulsive buying is characterized by a purchasing decision that arises suddenly, without prior planning, occurring when emotional urges and marketing stimuli influence a consumer to complete a transaction immediately. (Sumarwan (2011) as cited in Noerviana & Widyastuti, (2023)). Impulse buying behavior can provide benefits for companies by increasing sales volume, accelerating product turnover, and enhancing store revenue. Furthermore, spontaneous purchases may strengthen consumer attraction to a retail store and create opportunities for repeat purchases.

Although OH SOME features a modern retail concept and an engaging store environment, visiting consumers do not necessarily exhibit impulsive buying behavior. In many cases, consumers consciously make impulsive purchases to avoid being left behind by current trends. The presence of a KKV store at Trans Studio Mall Bali highlights a consumer tendency to shop in order to keep up with emerging trends. Wahyuni et al. (2024) report that nearly 60% of visitors make purchases at the store, driven primarily by a desire to align themselves with current, evolving trends. Nevertheless, an enjoyable shopping experience and the pleasure derived from shopping do not necessarily encourage every consumer to make spontaneous purchases, as some individuals tend to behave rationally and prioritize their actual needs over momentary desires. Impulsive purchasing decisions do not always occur simply because a consumer has the financial means and the desire to acquire a product. Latham and Locke (1991) argue that consumers retain the capacity to control their purchasing impulses and critically assess potential choices before committing to a transaction. These conditions suggest that hedonic shopping value and availability of money may exert different influences on impulse buying behavior across consumers. In addition, OH SOME faces competition from retailers such as MINISO, KKV, NISESO, and MR.DIY, all of which offer appealing shopping experiences to consumers. Amid intensifying retail competition, understanding the determinants of impulse buying has become increasingly important for retailers seeking to respond to changing consumer behavior. A closer examination of hedonic shopping value and consumers' available financial resources helps clarify how shopping enjoyment and purchasing power influence the likelihood of engaging in unplanned buying behavior.

Prior research has examined the role of hedonic shopping value in shaping consumers' impulse buying tendencies, although the empirical evidence remains inconsistent. Findings reported by Noerviana & Widyastuti (2023), Aini & Trifiyanto (2022), Giveline et al. (2024), Logo et al. (2025), Badri et al. (2023), and Mansur et al. (2024) indicate a positive and statistically significant relationship between hedonic shopping value and impulse buying. Shopping experiences that generate pleasure and satisfy consumers' emotional desires may heighten their inclination to engage in purchasing activities beyond their original plans. Nevertheless, this relationship has not been consistently supported across studies. Aningsih (2024) and Mei et al. (2024) reported that hedonic shopping value did not exert a statistically significant effect on impulse buying. Such divergent findings raise questions about the consistency of this relationship and highlight the need for further empirical investigation. A similar pattern of mixed evidence can be observed in studies examining money availability as a determinant of impulse buying. The availability of financial resources is linked to an increased tendency among consumers to make unplanned purchases. This positive relationship has been documented in several previous studies, including those by Sari & Pritandhari (2026), Wijiyanto &

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Basiya (2023), Azizi et al. (2020), Nailul et al. (2025), and Aini & Trifiyanto (2023). This evidence suggests that access to sufficient financial resources may provide consumers with greater flexibility to make spontaneous purchasing decisions. In contrast, Pranama et al. (2025), Supeni (2025), and Dhewayanti (2024) found no statistically significant relationship between money availability and impulse buying. These contrasting results indicate that the explanatory role of financial resources in impulsive purchasing decisions remains insufficiently established. The divergence in previous empirical results regarding hedonic shopping value and money availability highlights the need for further research to clarify their relationships with impulse buying. Rather than assuming that these factors exert uniform effects across retail settings, additional research is needed to assess their relationships with impulse buying in specific consumer contexts. Accordingly, this study re-examines the effects of hedonic shopping value and money availability on impulse buying among OH SOME customers in Semarang City, Indonesia, with the aim of contributing further empirical evidence to the retail management literature. Within Indonesia's retail landscape, purchasing choices are shaped by more than the functional utility of merchandise; the quality of retailer–customer interactions and the smoothness of transaction procedures also contribute to consumers' buying decisions (Putri & Bakhtiar, 2026). Although that study examines purchasing decisions in Warung Madura rather than impulse buying at a modern specialty retailer, it provides a complementary retail-context perspective and reinforces the importance of examining consumer responses within specific retail formats.

This research extends the literature on retail consumer behavior by investigating the joint role of hedonic shopping value and money availability in explaining impulse buying among OH SOME customers in Semarang City, Indonesia. Based on the literature reviewed, the simultaneous examination of these two factors in this specific retail context appears to remain limited. Accordingly, this study seeks to determine the individual and combined effects of hedonic shopping value and money availability on consumers' impulse buying behavior.

2. LITERATURE REVIEW

Consumer Behavior Theory

Kotler and Keller (2016), as cited in Dewi et al. (2022), consumer behavior examines the processes through which individuals, groups, and organizations choose, purchase, utilize, and assess products to satisfy their needs and preferences. In the present study, consumer behavior theory provides a conceptual basis for understanding the relationships between hedonic shopping value, money availability, and impulse buying. From this perspective, purchasing decisions may reflect the interplay of psychological, emotional, social, and economic influences rather than being determined exclusively by functional needs. Consumers may also be motivated by personal desires, anticipated enjoyment, and experiences associated with the shopping process. This theoretical perspective is relevant to the present research because impulse buying may arise from both consumers' affective responses to shopping and their financial circumstances. Hedonic shopping value captures the enjoyment and emotional gratification consumers derive from shopping activities, which may strengthen their inclination to purchase products without prior planning. Money availability, in contrast, concerns the financial resources accessible to consumers when making purchasing decisions. Greater financial flexibility may reduce immediate budgetary constraints and make spontaneous purchases more feasible. Accordingly, consumer behavior theory provides a foundation for examining how experiential motivations and financial resources relate to impulse buying among OH SOME customers in Semarang City.

Hedonic Shopping Value

In consumer behavior, hedonic value is not solely related to the act of acquiring a product; it also pertains to the personal experience perceived by the consumer. This experience can manifest through imagination, sensory stimulation, emotional engagement, and enjoyment—all of which lend subjective meaning to the act of shopping (Rahmawati, 2018, as cited in Aini & Trifiyanto, 2023)). In retail settings, this value develops when shopping provides enjoyment, satisfaction, and entertainment beyond the acquisition of products. For OH SOME customers, the store environment and shopping experience may contribute to such perceptions through product presentation, merchandise variety, interior aesthetics, and the overall comfort of the retail space. Consequently, shopping may serve not only as a means of meeting practical needs but also as an activity that fulfills consumers' emotional and experiential desires. Consumers who place greater value on the pleasurable aspects of shopping may be more inclined to make unplanned purchasing decisions. The positive emotions generated during a shopping trip can encourage consumers to respond spontaneously to products that attract their attention, even when those purchases were not part of their original plans. From a consumer behavior perspective, this suggests a potential connection between hedonic shopping value and

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impulse buying, as the desire to obtain immediate enjoyment may influence purchasing decisions alongside functional considerations. Accordingly, higher perceived hedonic shopping value may be associated with a greater tendency toward impulsive purchases. Empirical evidence provides support for this proposed relationship. Aini and Trifiyanto (2023) reported that the pleasurable and affectively gratifying aspects of the shopping experience are associated with a heightened propensity for consumers to make unplanned purchasing decisions. Similarly, Logo et al. (2025) identified a positive and statistically significant effect of hedonic shopping value on impulse buying. These findings suggest that the experiential benefits consumers derive from shopping may constitute an important factor in explaining spontaneous purchasing behavior. On this basis, the present study proposes that hedonic shopping value positively influences impulse buying among OH SOME customers in Semarang City.

Availability Of Money

Availability of money to consumers for shopping—including for fulfilling desires beyond routine expenditures—form the basis of the concept of "availability of money." Beatty and Ferrell (1998, as cited in Ardiyanto, 2017) associate this concept with financial resources that individuals can access and utilize. This construct reflects consumers' perceived financial capacity to purchase goods at prevailing prices. When sufficient funds are available, consumers may experience fewer immediate budget constraints, potentially allowing them greater flexibility in making purchasing decisions, including those that arise spontaneously. In the retail context, money availability may influence impulse buying by determining the extent to which consumers can act on immediate purchasing desires. For OH SOME customers, the combination of merchandise variety, perceived affordability, promotional incentives, and visually appealing product displays may create purchasing opportunities that consumers can readily pursue when their financial resources permit. Nevertheless, the presence of these retail features does not necessarily lead to impulsive purchases; their influence may depend partly on consumers' individual financial circumstances and spending preferences. From a consumer behavior perspective, accessible financial resources may facilitate impulse buying because consumers who have sufficient funds face fewer immediate financial barriers when considering unplanned purchases. Accordingly, greater money availability is expected to increase consumers' capacity to respond to immediate shopping stimuli, although the strength of this relationship may vary across individuals and purchasing situations. Previous empirical research has reported evidence consistent with this expectation. A consumer's tendency to make unplanned purchases is linked to the financial resources available for shopping. Sari & Pritandhari (2026) report a positive association between the availability of funds and impulsive buying behavior; thus, the flexibility of one's budget can be a relevant factor in explaining variations in such behavior. The availability of funds is one of the factors associated with impulsive buying behavior. The findings reported by Aini and Trifiyanto (2023) revealed a statistically significant positive association between the constructs under investigation, lending empirical substantiation to the hypothesized relationship. These findings support the argument that financial resources may contribute to spontaneous purchasing decisions. Therefore, this study proposes that money availability positively influences impulse buying among OH SOME customers in Semarang City.

Impulse Buying

Impulse buying denotes an unpremeditated purchasing response in which consumers acquire goods or services without an antecedent buying intention, frequently under the influence of pronounced emotional impulses. A defining attribute of this phenomenon is the absence of a predetermined purchase plan before the consumer encounters a buying opportunity. Impulse purchasing is manifested in a consumer's abrupt decision to acquire a specific product or service in the absence of any previously established intention to buy it (Dsilva & N, 2021, as cited in Ramadhan et al., 2024). This behavior arises from intense emotional urges, leading consumers to make purchasing decisions quickly without carefully considering their actual needs or engaging in prior planning. Within the field of consumer behavior, impulse buying is regarded as a purchasing behavior influenced by both internal and external factors that emerge during the consumption process. Several factors have been identified as influencing impulse buying behavior, including hedonic shopping value and availability of money. Hedonic shopping value affects impulse buying by creating enjoyable shopping experiences that provide entertainment and emotional satisfaction for consumers. Such experiences make consumers more likely to engage in spontaneous purchases because shopping is perceived not only as a means of fulfilling needs but also as a recreational activity. Meanwhile, availability of money influences impulse buying through consumers' financial capacity. Having sufficient financial resources allows consumers to feel more comfortable making purchases without prior planning, thereby increasing the likelihood of impulsive buying behavior. In the context of OH SOME, impulse buying may be stimulated

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through retail management strategies designed to create an enjoyable and engaging shopping experience. This is reflected in the store's aesthetically appealing and comfortable environment, well-organized yet attention-grabbing product displays, and a diverse range of products offered at relatively affordable prices. By enhancing the aesthetic presentation of the retail setting, these conditions can strengthen the store's visual allure while heightening consumers' affective engagement throughout the shopping experience. These affective responses may intensify consumers' immediate desire to purchase, increasing the likelihood of unplanned buying decisions. Beyond the influence of its retail environment, OH SOME may also stimulate unplanned purchasing through its pricing decisions and the strategic composition of its merchandise assortment. The products available are offered at relatively affordable prices and are frequently accompanied by promotional campaigns or special offers, creating a perception of greater value among consumers. When consumers perceive their available financial resources as sufficient to accommodate additional expenditure, the perceived affordability of extra purchases may lower their spending restraints and increase their propensity to engage in spontaneous buying. Within a retail setting, consumers' access to disposable funds may facilitate the conversion of momentary purchase impulses into completed transactions. For OH SOME, a greater incidence of impulse buying could yield several commercial advantages, notably an expansion in sales volume, accelerated merchandise turnover, and higher sales revenue. Furthermore, a pleasant shopping experience may enhance customer loyalty and strengthen the store's positive image as an attractive shopping destination that aligns with consumers' needs and lifestyles.

Hedonic Shopping Value as a Determinant of Impulse Buying Behavior

Hedonic shopping value influences impulse buying because the hedonic benefits obtained by consumers during the shopping process can create strong emotional experiences in the form of pleasure, entertainment, fantasy, and personal satisfaction. These experiences make shopping activities not only oriented toward fulfilling functional needs but also serve as a means of obtaining emotionally rewarding experiences. In retail settings, consumers' intense affective involvement may diminish the predominance of systematic, analytical appraisal in purchase decisions, allowing immediate emotional responses and personally constructed impressions to exert greater influence over their choices. Retail environments characterized by a pleasant atmosphere, comfortable surroundings, and appealing product presentations may elicit positive emotional responses that encourage consumers to make unplanned purchases. The affective gratification associated with shopping may predispose consumers to undertake unplanned purchases, particularly when the retail experience is perceived as an intrinsically pleasurable activity rather than merely a means of acquiring goods. In this sense, hedonic value positions the shopping experience as a means of fulfilling psychological needs, rather than merely as a way to acquire products based on their functional utility. Consumers who place greater emphasis on the pleasurable aspects of shopping may consequently exhibit a stronger propensity to purchase products spontaneously. The empirical findings reported by Aini & Trifiyanto (2023, alongside those documented by Logo et al. (2025) indicates that the hedonic gratification derived from shopping is positively associated with consumers' propensity to engage in impulse purchasing. Drawing on the theoretical arguments and empirical evidence discussed above, the following hypothesis is formulated:

H1 : Hedonic shopping value positively and significantly affects impulse buying

The Role of Availability of Money in Encouraging Impulsive Buying

Availability of money influences impulse buying because the availability of financial resources provides consumers with the purchasing power necessary to make unplanned purchases. In consumer behavior, adequate financial resources are not only associated with the ability to purchase products but also affect consumers' level of freedom in making purchasing decisions. An expansion in consumers' purchasing capacity may alleviate both affective reluctance and monetary restrictions surrounding product acquisition, potentially reducing the relative emphasis placed on disciplined expenditure management, such as budget apportionment, the ranking of needs by importance, and advance spending forecasts, in consumers' purchasing decisions. Under these circumstances, consumers become more responsive to stimuli encountered within the shopping environment, including product offerings, visual displays, and promotional activities. Consequently, the likelihood of making spontaneous purchases increases. A greater degree of financial discretion may facilitate the conversion of momentary buying impulses into completed retail transactions, thereby increasing consumers' likelihood of acquiring merchandise in the absence of a predetermined purchasing plan. This proposition is consistent with previous empirical findings. Financial flexibility provides consumers with the latitude to act on purchasing desires that arise spontaneously while shopping. A consumer's tendency to shop beyond their initial plan is linked to the amount of discretionary funds at their disposal. Empirical evidence reported by Sari & Pritandhari (2026) and Aini & Trifiyanto (2023) suggests that the financial resources earmarked for shopping are positively associated with consumers' propensity to

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engage in impulsive purchasing. In light of the theoretical rationale and empirical evidence discussed above, the following hypothesis is proposed:

H2 : Availability of Money positively and significantly affects impulse buying.

The Effect of Hedonic Shopping Value and Availability of Money on Impulse Buying

Impulse buying may emerge from the interplay between consumers' hedonic shopping motivations and their financial circumstances. Hedonic shopping value captures the enjoyment, excitement, and emotional gratification associated with shopping, which may stimulate consumers to make unplanned purchasing decisions. Consumers' ability to convert transient purchase impulses into completed commercial exchanges is partly contingent upon the financial means available to them. When shopping provides a pleasurable experience and sufficient funds are available, consumers may be more inclined to translate their spontaneous purchasing impulses into actual buying behavior. On the other hand, availability of money provides consumers with the financial capability and freedom to make purchases with less deliberation. When consumers experience an enjoyable shopping environment while also possessing sufficient financial resources, their tendency to engage in impulse buying becomes stronger. Impulse-buying propensity may be understood through the interplay between consumers' affective experiences and their financial latitude. Positive emotions elicited by shopping can heighten receptiveness to emotional cues, whereas sufficient discretionary funds may ease the monetary constraints that would otherwise impede the fulfillment of immediate purchase desires. When these conditions coincide, consumers may exhibit a greater inclination toward unplanned acquisitions. Accordingly, individual differences in impulsive purchasing can be examined through two principal dimensions: the positive affect experienced during shopping and the financial capacity to convert purchase intentions into actual transactions. Aini & Trifiyanto (2023) indicate that both factors are simultaneously associated with consumers' impulsive buying behavior. These findings underscore the value of jointly examining consumers' affective responses to shopping and their available financial means to account for spontaneous purchasing behavior. Building on the theoretical arguments and empirical findings presented above, the following research hypothesis is advanced:

H3 : Hedonic shopping value and money availability jointly exert a positive and significant effect on impulse buying.

HYPOTHESIS DEVELOPMENT

Conceptual Framework

The study's conceptual framework was constructed by integrating the formulated hypotheses with relevant theoretical underpinnings and empirical evidence derived from earlier scholarly inquiries. It provides a structured representation of the proposed relationships among the variables and guides the subsequent empirical analysis. In this study, hedonic shopping value and money availability are specified as independent variables, whereas impulse buying is designated as the dependent variable. The conceptual framework distinguishes the potential individual contribution of each predictor to consumers' inclination toward impulse purchasing from the aggregate influence that may arise when these factors operate concurrently. The hypothesized associations among the study variables are illustrated in the research model that follows..

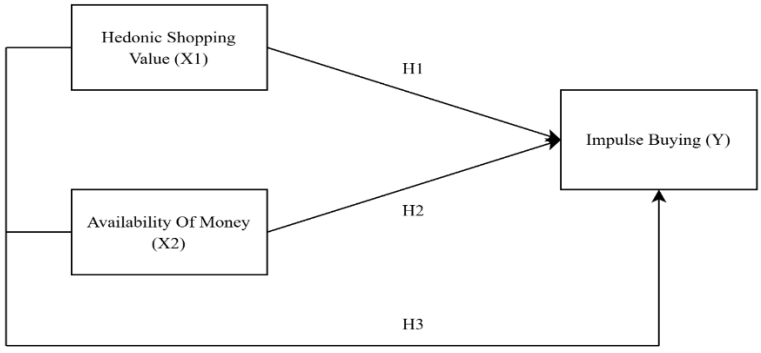


Figure 1. Conceptual Framework

Hypotheses

Drawing on the theoretical foundations, empirical evidence from prior studies, and the proposed conceptual model, this study formulates the following hypotheses:

H1: Hedonic shopping value positively and significantly affects impulse buying.

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H2: Availability of Money positively and significantly affects impulse buying.
H3: Hedonic shopping value and money availability jointly exert a positive and significant effect on impulse buying.

METHODOLOGY

Population and Sample

As cited in Satria and Fernanda (2022), Sugiyono (2016) conceptualizes a research population as the wider assemblage of subjects or objects possessing particular characteristics specified by the investigator, together with from which conclusions are drawn. In the present study, the target population comprises consumers who purchase products at OH SOME outlets in Semarang City. This population is relevant because the purchasing experiences of these consumers provide an appropriate context for examining the potential relationships between hedonic shopping value, money availability, and impulse buying. An empirical sample comprises a designated subset of the target population, whose selected units serve as the source of data for the investigation. Research does not always involve every member of a population; instead, it can be conducted on a selection of elements chosen based on characteristics relevant to the research requirements. According to Sugiyono (2016, as cited in Satria & Fernanda, 2022), the use of a sample allows for a more practical data collection and analysis process, without compromising the relevance of the subjects being studied. Respondents were deliberately selected through purposive, non-probability sampling, with eligibility determined by their firsthand exposure to the retail environment examined in this investigation. Under this approach, participants are selected according to predetermined eligibility criteria rather than through random selection, and their inclusion probabilities are not necessarily equal. Following the screening process, 128 eligible participants were retained in the study's final analytical sample, each satisfying the predetermined inclusion requirements. To ensure that participants had sufficient familiarity with OH SOME and its products, eligibility was determined based on five requirements: (1) residing in Semarang City; (2) having visited an OH SOME outlet in the city on at least two occasions; (3) having purchased at least one product from OH SOME; (4) being familiar with the products offered by the retailer; and (5) an additional inclusion condition required prospective participants to consent to the study by completing the questionnaire. Collectively, these eligibility criteria were designed to secure responses grounded in pertinent shopping experiences, thereby providing an appropriate empirical basis for assessing the variables examined in the research.

This research adopts a quantitative design to assess the relationships between hedonic shopping value, money availability, and impulse buying. The approach enables the proposed relationships to be examined using numerical data and appropriate statistical techniques. Primary data were collected directly from consumers of OH SOME in Semarang City who qualified as research participants. The information gathered captures respondents' subjective appraisals of the phenomena examined, alongside pertinent features of their purchasing experiences that correspond to the variables incorporated into the analytical framework. Data collection was conducted through a questionnaire-based survey. The instrument was developed using indicators corresponding to the three research constructs: hedonic shopping value, money availability, and impulse buying. Its statements were designed to capture respondents' assessments and experiences of purchasing products at OH SOME. Only individuals who met the predetermined eligibility criteria were invited to participate in the survey. Responses were recorded using a five-point Likert scale, with categories ranging from 1 (strongly disagree) to 5 (strongly agree), including disagree, neutral, and agree as the intermediate response options. The measurement instrument provided a standardized response framework through which participants could indicate their degree of endorsement for each statement. Responses were then quantified and subjected to statistical procedures to assess the hypothesized associations among the study variables.

Data Analysis Technique

Questionnaire responses were subjected to quantitative analysis using IBM SPSS Statistics, which facilitated data organization, response processing, and the execution of statistical procedures required to assess the hypothesized relationships among the study variables. The analytical protocol encompassed measurement-instrument assessment, examination of classical regression assumptions, multiple linear regression analysis, and hypothesis evaluation. Instrument assessment was undertaken to determine whether each measurement item adequately represented its intended construct and whether the responses demonstrated an acceptable level of internal consistency. Validity testing examined whether the questionnaire items adequately represented the constructs under investigation, whereas reliability testing evaluated the consistency of the measurement instrument. Before estimating the regression model, diagnostic tests were conducted to assess

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the underlying statistical assumptions. These included normality testing to examine the distribution of regression residuals, multicollinearity testing to identify excessive correlations among the independent variables, and heteroscedasticity testing to determine whether the residual variance remained constant across observations. Multiple linear regression was adopted as the study's primary statistical procedure to investigate the associations among hedonic shopping value, money availability, and impulse-buying tendencies within OH SOME's customer base in Semarang City. The model was specified to estimate the individual contributions of the two independent variables to impulse buying while accounting for their simultaneous inclusion in the regression equation. The regression model is expressed as follows:

$$\boldsymbol{Y = a + b1\ X1 + b2\ X2 + e}$$

Where:

Y	= Impulse Buying
a	= Constant
b_1, b_2	= Regression coefficients
X_1	= Hedonic Shopping Value
X_2	= Availability of Money
e	= Error term

Hypothesis testing involves examining the individual contributions of the explanatory variables and their combined contribution to the regression model. Individual t-tests are employed to determine whether hedonic shopping value and money availability each exhibit a statistically significant association with impulse buying. By contrast, the F-test examines whether the two explanatory variables, when assessed jointly, predictors collectively provide a statistically significant explanation of the dependent variable. The model's explanatory capacity is further assessed through the coefficient of determination (R^2), which quantifies the proportion of observed variability in impulse-buying behavior accounted for by the two independent variables incorporated into the regression framework.

Operational Definition of Variables

Hedonic Shopping Value (X1)

Hedonic Shopping Value describes the pleasure consumers experience while shopping. In this research, hedonic shopping value refers to the extent to which consumers derive enjoyment, satisfaction, and entertainment from their shopping experiences at OH SOME in Semarang City, potentially motivating them to make purchasing decisions. This variable is measured using five indicators adapted from Amanah and Stephany (2017), as cited in Aini & Trifiyanto (2023), namely: 1. Shopping as a special experience; 2. Shopping can relieve stress; 3. Consumers prefer lower-priced products; 4. Communicating product-related information to one's social circle, including friends, relatives, and family members; 5. The latest product trends encourage consumers to shop.

Availability of Money (X2)

Availability of Money denotes the financial resources consumers perceive as accessible for completing purchase transactions. In this study, the construct is defined as customers' perceived capacity to mobilize sufficient funds to acquire merchandise at OH SOME. Its operational measurement comprises three indicators adapted from the work of Pattipeilohy et al. and Foroughi et al., as cited in Aini & Trifiyanto (2023). These indicators assess respondents' subjective appraisal of their financial ability to undertake purchases and encompass the following dimensions: 1. The ability to afford purchases.; 2. The adequacy of available funds.; 3. The availability of extra money for additional spending.

Impulse Buying (Y)

Impulse buying is characterized by an unpremeditated purchasing decision, whereby consumers acquire products spontaneously without having established a purchase plan beforehand. In this study, the construct represents OH SOME customers' propensity to make sudden purchasing decisions with limited deliberation. The operationalization of the impulsive buying variable in this study refers to four indicators developed by Maros and Juniar (2016), as cited in Aini & Trifiyanto (2023). These indicators reflect key characteristics of unplanned purchasing behaviour: (1) making purchases spontaneously, (2) buying without adequately evaluating potential consequences, (3) making purchasing decisions hastily, and (4) engaging in purchases in response to emotional influences.

RESULTS AND DISCUSSION

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Descriptive Statistics

Descriptive statistics were generated using IBM SPSS Statistics version 26 based on questionnaire responses from 128 OH SOME customers in Semarang City. This procedure was intended to summarize the respondents' answers and characterize the distribution of observations across the variables examined in the study. The descriptive statistical assessment encompassed the following study variables:

1. Hedonic Shopping Value (X_1)
2. Availability of Money (X_2)
3. Impulse Buying (Y)

Table 1. Descriptive Statistics Results

Variable	N	Minimum	Maximum	Mean	Std. Deviation
Hedonic Shopping Value	128	5	25	20.16	3.399
Availability of Money	128	5	15	11.85	2.345
Impulse Buying	128	5	20	14.56	3.816
Valid N (listwise)	128				

Source: Authors' analysis of SPSS output (2026).

Descriptive statistics were derived from the responses provided by a sample of 128 OH SOME customers in Semarang City. For hedonic shopping value (X_1), the observed scores ranged from 5 to 25, with a mean of 20.16 and a standard deviation of 3.399. The comparatively elevated mean score reflects respondents' broadly favorable appraisal of the shopping experience, which they associated with pleasurable sensations and a sense of affective fulfillment. Meanwhile, money availability (X_2) had observed values ranging from 5 to 15, with a mean of 11.85 and a standard deviation of 2.345. These results provide an initial overview of respondents' perceptions of their financial capacity to make purchases. This result suggests that respondents' financial resources available for shopping are at a moderate level. With respect to the dependent construct, *Impulse Buying* (Y), the observed mean was 14.56, accompanied by a standard deviation of 3.816—the largest dispersion value among the variables examined. This pattern indicates considerable inter-respondent heterogeneity in unplanned purchasing behavior, suggesting that the extent to which consumers engage in spontaneous acquisitions differs across the sample.

Reliability Test

The instrument's reliability was evaluated to ascertain the degree of internal coherence among its measurement items and to establish whether the indicators assigned to each research construct generated responses exhibiting an acceptable level of consistency. Cronbach's alpha coefficient was employed to evaluate the reliability of the instrument.

Table 2. Reliability Test Results

Variable	Cronbach's Alpha	N of items
Hedonic Shopping Value	0.859	5
Availability of Money	0.839	3
Impulse Buying	0.870	4

Source: SPSS Data Processing Results (2026)

As reported in Table 2, Cronbach's alpha coefficients for all study variables exceed the prescribed benchmark of 0.70, indicating an acceptable degree of internal consistency among the constituent measurement items. On this basis, every variable satisfies the reliability criterion adopted in the study and is considered suitable for subsequent statistical examination.

Validity Test

Validity testing was performed to assess whether each questionnaire item adequately captures the construct it is intended to measure. This assessment helps establish whether the indicators are appropriate for representing the research variables and supporting subsequent statistical analysis. The validity test results are reported below.

Table 3. Validity Test Results

Variable	Indicator	Calculated R	R Table (DF = n-2)	Result
Hedonic Shopping Value	X1.1	0.839	0.1736	Valid
	X1.2	0.848	0.1736	Valid

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Variable	Indicator	Calculated R	R Table (DF = n-2)	Result
	X1.3	0.763	0.1736	Valid
	X1.4	0.779	0.1736	Valid
	X1.5	0.777	0.1736	Valid
Availability of Money	X2.1	0.885	0.1736	Valid
	X2.2	0.863	0.1736	Valid
	X2.3	0.879	0.1736	Valid
Impulse Buying	Y1	0.831	0.1736	Valid
	Y2	0.879	0.1736	Valid
	Y3	0.904	0.1736	Valid
	Y4	0.789	0.1736	Valid

Source: SPSS Data Processing Results (2026)

The results presented in Table 3 demonstrate that the computed item–total correlation for every questionnaire statement surpasses its corresponding critical r-value. Accordingly, all measurement items satisfy the validity threshold adopted in this study and may be retained for subsequent statistical procedures.

Normality Test

Distributional normality was examined through the One-Sample Kolmogorov–Smirnov procedure, with Monte Carlo estimation applied to determine statistical significance. The assessment centered on TOTAL Y, the composite measure of impulse buying, to establish whether its observed distribution departed significantly from the normality assumption. Statistical decisions were made using a significance criterion of 0.05. The decision rule was based on a significance threshold of 0.05. When the significance level exceeds 0.05, the data do not provide sufficient statistical evidence to conclude that the distribution deviates from normality. A significance value below the 0.05 criterion provides statistical evidence against the assumption of normality, indicating that the observed distribution differs significantly from a normal distribution. The corresponding diagnostic findings are reported in the following section.

Table 4. Normality Test Results.

One-Sample Kolmogorov-Smirnov Test			
			Unstandardized Residual
N			128
Normal Parameters[a,b]	**Mean**		.0000000
	Std. Deviation		2.53676751
Most Extreme Differences	**Absolute**		.082
	Positive		.041
	Negative		-.082
Test Statistic			.082
Asymp. Sig. (2-tailed)			.035[c]
Monte Carlo Sig. (2-tailed)	**Sig.**		.340[d]
	99% Confidence Interval	**Lower Bound**	.327
		Upper Bound	.352
a. Test distribution is Normal.			
b. Calculated from data.			
c. Lilliefors Significance Correction.			
d. Based on 10000 sampled tables with starting seed 2000000.			

Source: SPSS Data Processing Results (2026)

The One-Sample Kolmogorov–Smirnov procedure, with Monte Carlo estimation of significance, produced a two-sided p-value of 0.340. Because this result exceeds the conventional 0.05 criterion, the null hypothesis of normality remains untenable to reject on statistical grounds. Accordingly, the diagnostic assessment revealed no statistically significant departure from a normal distribution in the regression residuals. Thus, the residual distribution is consistent with the normality assumption required for the subsequent regression procedures.

Multicollinearity Test

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Multicollinearity diagnostics were performed to assess the extent to which the independent variables were linearly associated with one another within the regression model. Pronounced interdependence among explanatory variables may undermine the precision of regression-parameter estimates, thereby impeding the discernment of each predictor's distinct contribution to the variation in the dependent variable. Therefore, tolerance and variance inflation factor (VIF) statistics were examined to evaluate this potential issue. The assessment followed two criteria: a tolerance value exceeding 0.10 and a VIF value below 10 were taken as indications that multicollinearity was not a concern.

Table 5. Multicollinearity Test Results

Model		Collinearity Statistics	
		Tolerance	VIF
1	(Constant)		
	Hedonic Shopping Value	0.652	1.534
	Availability of Money	0.652	1.534

Source: Authors' analysis of SPSS output (2026).

The diagnostic evidence presented in Table 5 shows that every explanatory variable has a tolerance value of 0.652, exceeding the prescribed lower bound of 0.10. Furthermore, the variance inflation factor (VIF) is uniformly recorded at 1.534 across all predictors, remaining substantially beneath the benchmark value of 10. Taken together, these statistics indicate that the predictors satisfy the stated tolerance and VIF criteria for assessing multicollinearity. These diagnostic results suggest that the predictor variables do not exhibit problematic multicollinearity. The diagnostic findings suggest that multicollinearity is unlikely to materially distort the estimated regression parameters. Accordingly, the analytical process may advance to the subsequent statistical procedures without substantial concern that collinearity will undermine coefficient estimation**.**

Heteroscedasticity Test

A heteroscedasticity assessment was performed to evaluate whether the variance of the regression residuals remained consistent across observations. Heteroscedasticity was examined using the Glejser test, with the absolute regression residuals (ABS_RES) specified as the dependent variable and the original explanatory variables entered as predictors. This procedure assesses whether the magnitude of the residuals exhibits a systematic relationship with the independent variables. Statistical inferences were drawn using a significance criterion of 5% ($\alpha = 0.05$). A significance value above 0.05 indicates that there is insufficient statistical evidence of heteroscedasticity, whereas a value below 0.05 suggests that the assumption of constant error variance may be violated.

Table 6. Heteroscedasticity Test Results

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.974	0.839		3.545	0.001
	Hedonic Shopping Value	0.005	0.048	0.011	0.100	0.921
	Availability of Money	-0.087	0.070	-0.136	-1.242	0.217

a. Dependent Variable: ABS_RES

Source: Authors' analysis of SPSS output (2026)

As reported in Table 6, the significance value for Hedonic Shopping Value was 0.921, while Availability of Money yielded a significance value of 0.217. Neither predictor demonstrates a statistically significant relationship with the absolute regression residuals, as both corresponding significance values lie above the adopted 0.05 criterion. Based on the results of the Glejser test, no statistical evidence was found to indicate the presence of unequal residual variances in the regression model. The results therefore support the assumption of homoscedasticity, allowing the subsequent regression analysis to proceed on this basis.

Coefficient of Determination (R^2) Test

The coefficient of determination (R^2) was used to assess the proportion of variation in the dependent variable accounted for by the explanatory variables incorporated into the regression model. This statistic provides an indication of the model's explanatory capacity, with values closer to 1 generally reflecting a larger proportion of variance explained by the predictors.

Table 7. Coefficient of Determination (R^2) Test Results

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Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of lthe Estimate
1	0.747[a]	0.558	0.551	2.557

a. Predictors: (Constant), Availability of Money, Hedonic Shopping Value

b. Dependent Variable: Impulse Buying

Source: Authors' analysis of SPSS output (2026)

As shown in Table 7, the regression model produces an R^2 value of 0.558, indicating that Hedonic Shopping Value and Availability of Money collectively account for 55.8% of the observed variation in Impulse Buying. The remaining 44.2% is associated with factors outside the scope of the current model, as well as other sources of variation not captured by the included predictors. These findings suggest that the two explanatory variables contribute substantially to understanding impulse buying among the respondents, although they do not fully account for differences in impulsive purchasing behaviour.

Partial Test (t-Test)

Partial regression analysis was employed to examine the separate relationships of Hedonic Shopping Value and Availability of Money with Impulse Buying behaviour among OH SOME customers in Semarang City. The determination of the significance of statistical test results is based on an α value of 0.05. A predictor was considered statistically significant when its p-value was below 0.05; otherwise, the analysis did not provide sufficient evidence of a statistically significant effect. The results are summarized in Table 8.

Table 8. t-Test Results

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-2.846	1.433		-1.986	0.049
	Hedonic Shopping Value	0.425	0.083	0.378	5.139	0.000
	Availability of Money	0.746	0.120	0.459	6.227	0.000

a. Dependent Variable: Impulse Buying

Source: Authors' analysis of SPSS output (2026)

The regression findings reveal that both explanatory factors exhibit positive coefficient estimates, with each estimate attaining statistical significance. Hedonic Shopping Value has a coefficient of 0.425 ($t = 5.139$, $p < 0.001$), providing support for H1. This finding suggests that higher hedonic shopping value is associated with greater impulse buying among the respondents. Availability of Money also exhibits a positive and statistically significant coefficient of 0.746 ($t = 6.227$, $p < 0.001$), supporting H2. Thus, both hypotheses receive empirical support. The estimated multiple linear regression equation is formulated below using the unstandardized coefficient estimates presented in Table 8:

$$\boldsymbol{Y = -2,846 + 0,425X1 + 0,746X2 + e}$$

The regression coefficients are interpreted as follows.

1. Constant. The estimated regression equation yields an intercept of −2.846, denoting the predicted Impulse Buying score when both Hedonic Shopping Value and Availability of Money are set to zero. Its substantive interpretation, however, is contingent upon whether a zero score represents a meaningful reference point on the measurement scales employed in the study.
2. Hedonic Shopping Value. The coefficient of 0.425 indicates a positive association between Hedonic Shopping Value and Impulse Buying. Controlling for Availability of Money, each one-unit increment in Hedonic Shopping Value is associated with a 0.425-unit rise in the predicted Impulse Buying score.
3. Availability of Money. A positive coefficient of 0.746 indicates that Availability of Money is positively associated with Impulse Buying, assuming Hedonic Shopping Value remains unchanged. The regression estimates indicate that each one-unit increment in Availability of Money is associated with a 0.746-unit elevation in the predicted Impulse Buying score, with the other predictor held constant. This finding suggests that greater access to spending funds is associated with a higher predicted level of impulse buying within the estimated regression model.

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Hypothesis 1 (H1): The Relationship Between Hedonic Shopping Value (X_1) and Impulse Buying (Y)

The regression results reveal a positive and statistically significant relationship between Hedonic Shopping Value and Impulse Buying among OH SOME consumers in Semarang City ($\beta = 0.378$, $t = 5.139$, $p < 0.001$). The observed association meets the criterion for statistical significance, as the corresponding p-value falls below the stipulated 0.05 level. Accordingly, H1 is supported. This result suggests that consumers who derive greater pleasure and enjoyment from shopping tend to exhibit higher levels of impulse buying.

Hypothesis 2 (H2): The Relationship Between Availability of Money (X_2) and Impulse Buying (Y)

Availability of Money also demonstrates a positive and statistically significant relationship with Impulse Buying among OH SOME consumers in Semarang City ($\beta = 0.459$, $t = 6.227$, $p < 0.001$). The statistical evidence supports H2, given that the observed p-value is lower than the predefined significance criterion of 0.05. The finding indicates that consumers with greater financial resources available for spending tend to report higher levels of impulse buying. Among the two explanatory variables, Availability of Money exhibits the larger standardized regression coefficient, indicating a comparatively stronger association with Impulse Buying within the fitted model than that observed for Hedonic Shopping Value.

Simultaneous Test (F-Test)

The overall explanatory adequacy of the regression model was evaluated through an F-test to determine whether Hedonic Shopping Value and Availability of Money jointly account for variation in Impulse Buying among OH SOME consumers in Semarang City. Specifically, the procedure assesses whether these predictors, when entered simultaneously, explain the dependent variable to a statistically significant extent. The results are reported in Table 9.

Table 9. Results of the Simultaneous F-Test

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	**Regression**	1032.231	2	516.115	78.939	.000[b]
	Residual	817.269	125	6.538		
	Total	1849.500	127			

a. Dependent Variable: Impulse Buying
b. Predictors: (Constant), Availability of Money, Hedonic Shopping Value

Source: Authors' analysis of SPSS output (2026).

As presented in Table 9, the regression model yields an F-statistic of 78.939, with a significance level of $p < 0.001$. Given that the observed significance value falls below 0.05, the null hypothesis asserting that both explanatory-variable coefficients are simultaneously zero is rejected. The findings demonstrate that Hedonic Shopping Value and Availability of Money jointly contribute to explaining variations in Impulse Buying among OH SOME consumers in Semarang City. The result also indicates that the regression model is statistically significant overall.

Hypothesis 3 (H3): The Joint Effect of Hedonic Shopping Value and Availability of Money on Impulse Buying

The F-test results provide empirical support for H3. The findings establish a statistically significant joint association between Hedonic Shopping Value, Availability of Money, and Impulse Buying among OH SOME consumers in Semarang City. This result underscores the analytical importance of incorporating both the experiential gratification derived from shopping and consumers' accessible financial resources when investigating impulsive purchasing behaviour.

DISCUSSION

The Relationship Between Hedonic Shopping Value and Impulse Buying

The findings indicate that Hedonic Shopping Value is positively and significantly associated with Impulse Buying among OH SOME consumers in Semarang City ($\beta = 0.378$, $t = 5.139$, $p < 0.001$). The empirical findings lend support to H1, indicating that the emotional gratification and experiential value associated with shopping are relevant to consumers' decisions to make unplanned purchases. The questionnaire responses further indicate that respondents generally evaluated the hedonic dimension of shopping favourably. Shopping at OH SOME may therefore serve not only as a means of acquiring products but also as an enjoyable experience that generates positive emotions and enhances consumers' moods. Shopping-related experiences may prompt consumers to extend their purchasing activity beyond the scope of their initial

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buying plans. The positive link between hedonic shopping value and impulsive buying behavior is also reflected in the findings of Aini & Trifiyanto (2023) and Logo et al. (2025). Evidence from both studies demonstrates a statistically significant association between the hedonic dimension of shopping experiences and consumers' propensity to engage in spontaneous purchasing.

The Relationship Between Availability of Money and Impulse Buying

Among OH SOME consumers in Semarang City, Availability of Money exhibits a positive and highly statistically significant association with Impulse Buying ($\beta = 0.459$, $t = 6.227$, $p < 0.001$). The positive standardized coefficient indicates that greater financial availability corresponds to a higher predicted level of impulsive purchasing behaviour. Accordingly, H2 is supported. This result highlights the relevance of consumers' available financial resources when explaining unplanned purchasing behaviour. Availability of Money ($\beta = 0.459$) shows a stronger relative association with Impulse Buying than Hedonic Shopping Value ($\beta = 0.378$). While shopping enjoyment may stimulate additional purchase intentions, acting on these impulses partly depends on consumers' available funds. Empirical support for the link between the availability of money and impulsive buying behavior is provided by Sari & Pritandhari (2026) as well as Aini & Trifiyanto (2023). Their empirical results demonstrate a positive and statistically significant association between X_2 and Y.

The Joint Relationship of Hedonic Shopping Value and Availability of Money with Impulse Buying

The simultaneous regression test demonstrates that Hedonic Shopping Value and Availability of Money jointly contribute to explaining Impulse Buying among OH SOME consumers in Semarang City ($F = 78.939$, $p < 0.001$). The findings support H3 and establish the overall statistical significance of the regression model. The results indicate that Impulse Buying (Y) should be examined in relation to both Hedonic Shopping Value (X_1), which reflects the experiential benefits of shopping, and Availability of Money (X_2), which represents consumers' accessible financial resources. Considering these predictors together provides a broader perspective on the factors associated with unplanned purchasing behaviour than assessing each variable independently. Hedonic shopping experiences may stimulate unplanned buying intentions, whereas available financial resources may constrain or facilitate their conversion into actual purchases. This interpretation is consistent with Aini & Trifiyanto, (2023), who also found that hedonic shopping value and money availability jointly influence impulse buying. This interpretation can also be considered alongside Putri and Bakhtiar (2026), who found that functional and relational factors help explain purchasing decisions in community-based retail businesses. Their outcome variable and retail format differ from those examined here; therefore, their findings are best treated as complementary evidence that consumer responses are context-dependent, rather than as direct evidence of impulse buying.

CONCLUSION

The empirical findings demonstrate that Hedonic Shopping Value is positively and significantly associated with Impulse Buying among OH SOME consumers in Semarang City. This suggests that shopping experiences perceived as enjoyable and emotionally rewarding may encourage consumers to make purchasing decisions beyond their initial plans. Availability of Money is positively and significantly associated with Impulse Buying, highlighting the relevance of consumers' discretionary funds to unplanned purchasing behaviour. The simultaneous regression results further confirm that Hedonic Shopping Value and Availability of Money jointly explain variations in Impulse Buying ($F = 78.939$, $p < 0.001$). The model's coefficient of determination ($R^2 = 0.558$) accounts for 55.8% of the variation in Impulse Buying, leaving 44.2% unexplained by the predictors included in the analysis. A comparison of the standardized regression coefficients also shows that Availability of Money ($\beta = 0.459$) has a stronger relative association with Impulse Buying than Hedonic Shopping Value ($\beta = 0.378$). Theoretically, impulse buying in this retail setting is linked to both the experiential value of shopping and consumers' available financial resources. These findings contribute to the understanding of consumer purchasing behaviour by considering emotional and financial dimensions within the same analytical framework. From a managerial perspective, OH SOME's management in Semarang could focus on creating an engaging shopping environment that enhances consumers' enjoyment while ensuring convenient payment facilities. These initiatives should prioritize responsible implementation, customer experience, and informed purchasing. However, the study is limited by its inclusion of only two predictors and its focus on OH SOME consumers in Semarang City, which may restrict the generalizability of the findings to other retail settings and consumer groups. Future studies could incorporate additional variables, including promotional activities, store atmosphere, and other consumer-related factors. Expanding

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the geographical coverage and sampling frame would also help establish whether the observed relationships hold across different retail contexts and customer groups.

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